



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 329051

Schedule Dates 08/28/12-08/31/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name D/ETTORE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/27/12
Last Modified 08/27/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06298497
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$840.00
Net Total \$4,760.00
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month Spots Rate
Sep. 2012 10 \$5,600.00
Grand Total: 10 \$5,600.00

CONFIRMATION CONTRACT

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	5:29A- Channel 11 News 530am	4		1	1	1	1			4	\$325.00	\$1,300.00	Pittsburgh (WPXI)	NEWS 530-6A/1	8/27/12
2.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	7A- Today Show	4		1	1	1	1			4	\$525.00	\$2,100.00	Pittsburgh (WPXI)	TODAY 7-9A/2	8/27/12
3.0	Normal Line / Spot	08/28/12-08/31/12	5	:30	6:59P- Jeopardy	2		X	X	X	X			2	\$1,100.00	\$2,200.00	Pittsburgh (WPXI)	JEOP 7P/3	8/27/12

Accepted-Agency/Advertiser: Date: Accepted-Station: Date: Comments: